

SIEC Communications Coordinator
Electronic Services Division
Exempt Recruitment Announcement

Recruitment Number: E-06-003
Location: Olympia, Washington
Salary: \$75,000 - \$95,000 DOQ
Posting Date: September 21, 2006
Closing Date: Open Until Filled

This position is exempt from state civil service laws.

COMMITTEE PROFILE:

The Washington State Interoperability Executive Committee (SIEC), a permanent sub-committee of the Information Services Board (ISB), was formed by legislation effective on July 1, 2003. It was the intent of the legislature that the state's considerable investment in radio communications facilities, and spectrum licensed to the state would be managed in such a way as to ensure economic efficiencies by coordinated planning, development and management. It is the belief of the Legislature, as well as the SIEC membership that such coordination is essential for disaster preparedness, emergency management, and public safety. Coordination would also result in more cost-effective use of the state's resources and will improve government services at all levels.

The SIEC is comprised of fourteen voting members representing state agencies and local associations. The Committee has been aggressively working on the interoperability challenge through a series of steps culminating in a statewide technical implementation plan. The Washington State Patrol (WSP) was selected as lead agency for the technical implementation plan efforts. This position reports through the WSP's chain of command to the Chief of the WSP.

A major challenge to the interoperability effort is local participation and support. This position is to be focused toward local participation and support through effective communications. The position does not require technical expertise in wireless communications or interoperability strategies. The position, as described below, is required to be able to develop and manage a communication strategy reaching out to all levels of government within Washington State.

AGENCY PROFILE:

The Washington State Patrol (WSP) is a professional law enforcement agency made up of dedicated professionals who work hard to improve the quality of life as well as prevent the unnecessary loss of life on a daily basis. The WSP has approximately 2200 employees and is organized into six bureaus: Field Operations, Technical Services, Forensic Laboratory Services, Fire Protection, Investigative Services, and Management Services.

POSITION PROFILE:

This is an exempt, at-will position (special deputy per RCW 43.43.020) appointed by the Chief and reporting to the Administrator of the WSP Electronic Services Division. This

position is administratively managed by the WSP and supports the SIEC through the WSP as lead agency.

Funding: Funding for this position is expected to continue through June 30, 2007. The project will end on that date unless approved for extension. The candidate selected for this position will serve in a project, at-will capacity.

The position qualifies under the Public Employees Retirement System (PERS) and provides excellent medical, dental, life and long-term disability insurance.

KEY RESPONSIBILITIES:

Responsible for planning, development and implementation of communications strategies and public affairs activities, both external and internal for the SIEC. Ensures that local government and tribal participation is encouraged and achieved. Oversees development and implementation of supporting materials and services for communications and public affairs to meet organizational and legislative objectives. Directs the efforts of communications staff and coordinates at the strategic and tactical levels with the other functions of the SIEC;

Primary Relationships

The position reports to the WSP and serves as a member of the WSP's SIEC project team. Within the project, the position has primary working relationships with the Co-Chairs of the SIEC, the Chief of the WSP, the Assistant Chief of the WSP Technical Services Bureau, the Electronic Services Division Administrator, the SIEC project team chaired by the WSP, communications and other staff of SIEC member organizations. Outside the agency, the position coordinates with the media, consultants, policy and decision makers, local governments, elected officials and other key individuals and organizations.

Principle Responsibilities

Communications and Public Relations

Responsible for creating, implementing and measuring the success of:

- A comprehensive communications and public relations program that will enhance the committee's image and position with state, local, and tribal governments;
- Internal and external communications;
- All association communications and public relations activities and materials including publications, media relations and stakeholder relations; and
- Report progress to the Chief of the WSP.

Ensure articulation of SIEC's, desired image and position, assure consistent communication of image and position throughout Washington's public safety community, assure communication of image and position to all audiences, both internal and external, and assure the articulation of the SIEC's message to local and tribal governments throughout Washington State.

Responsible for editorial direction, design, production and distribution of materials related to SIEC.

Coordinate media interest in the association and ensure regular contact with target media and appropriate response to media requests. Also, responsible for the development and maintenance of web based communication activities.

Act as the SIEC's and WSP's primary point of contact with the media for the state-wide interoperability program.

Coordinate the appearance of SIEC print and electronic materials such as publications, presentations, news briefings, etc.

Develop, coordinate and oversee technical assistance and resource materials to assist the SEIC, its members, agency leadership, and all levels of public safety organizations in communications and public relations.

Provide counsel to the SIEC, staff and agency leadership on communications and public relations.

Lead projects as assigned, such as key-issue caused communications and special events.

Develop short and long-term plans and budgets for communications and public affairs efforts.

Develop, implement and monitor systems and procedures necessary to the smooth operation of communications and public affairs efforts.

Keep informed of developments in the field of communications and public affairs, government management and accountability, and the specific business of the agency.

Public Affairs

Responsibilities include:

- Public affairs planning and advocacy strategy development;
- Providing public affairs counsel and support to committee, members, agency leadership, local, and tribal public safety organizations;
- Fostering relationships with key local governments, individuals and organizations;
- Representing the committee's interests in a broad range of situations, i.e., meetings, coalitions, etc;
- Monitoring progress of relevant legislative committees and state and local government agencies;
- Legislative research;
- Drafting reports, fact sheets and testimony;
- Obtaining legislative and political information; and
- Generally assisting the advocacy work of the SIEC's legislative effort.

DESIRABLE QUALIFICATIONS:

Qualifications

- Minimum of 5 years experience in communications, marketing or public relations with demonstrated success, preferably in state or local government.
- Experience in working with local governments.

- Bachelor's degree in journalism, marketing, public relations or public affairs.
- Demonstrated skills, knowledge and experience in the design and execution of communications and advocacy strategy and related activities.
- Strong creative, strategic, analytical, organizational and personal communications skills.
- Strong analytical skills for issue resolution in complex situations.
- Experience developing and managing budgets, and hiring, training, developing, supervising and evaluating personnel.
- Demonstrated successful experience writing press releases, making presentations and speeches.
- Successful experience working with media and a diverse set of stakeholders.
- Strong understanding of Washington state government, especially local government structures and communication needs.
- Experience overseeing the design and production of print and electronic materials and publications.
- Computer literacy in word processing, data base management and page layout.
- Commitment to working with shared leadership and in cross-functional teams.
- Strong oral and written communications skills.
- Ability to manage multiple projects at a time.
- Occasional out-of-town, overnight travel is required.
- Graduate degree in a related field is desirable.
- Experience working with volunteers is desirable.

SELECTION PROCESS:

A limited number of qualified applicants will be invited for an oral interview. Candidates selected for further consideration will be scheduled for a background investigation, including a polygraph examination. Applicants will be required to sign releases of information and shall not have access to any investigative materials or files. Background investigations are part of the pre-employment selection process and are not a commitment of employment. Finalist may be scheduled for an additional interview.

APPLICATION PROCESS:

Persons interested in this position may apply by submitting a letter of interest, resume, and a WSP Personal Background Evaluation (PBE) form. The PBE form may be obtained by contacting the Human Resource Division at (360) 704-2300 or by downloading from the WSP web site at the following address: <http://www.wsp.wa.gov/hrd/requirmt.htm>.

Applications will be received until the position is filled. Please submit to:

**Washington State Patrol
Human Resource Division
Attn: Ann Weber
210 11th Avenue SW, Room G-12
PO Box 42620
Olympia WA 98504-2620
E-mail: ann.weber@wsp.wa.gov**

The Washington State Patrol is an equal opportunity employer. Women, racial and ethnic minorities, persons of disability, persons of 40 years of age, and disabled and Vietnam era veterans are encouraged to apply. Persons of disabilities needing assistance in the

application process, or those needing this job announcement in an alternate format, may call (360) 704-2300.